

ABSTRACT OF THE DISCLOSURE

A high-quality processed image can be obtained by eliminating an effect of a tone characteristic and a color characteristic caused by a model of a digital camera from image data obtained by the digital camera, while colors in processed image data are prevented from being ruined. A model tone characteristic absorption processing unit absorbs the model tone characteristic of the digital camera by using a tone correction curve corresponding to the model, and image data not depending on the model are obtained. An AE/AWB processing unit carries out exposure correction on the image data, and a tone correction unit carries out tone correction thereon for printing. Miscellaneous processing means carries out color correction by using a model color characteristic profile generated to correct colors approximately.